



Renewable Energy + Choice by You =  
Power for the Future

# Green Power Switch

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# Why Start A Green Power Program?

Provide customer choice

Positive public relations

First green power offer in TN Valley Region

Reinforces environmental stewardship role

Supplements TVA renewable energy strategy

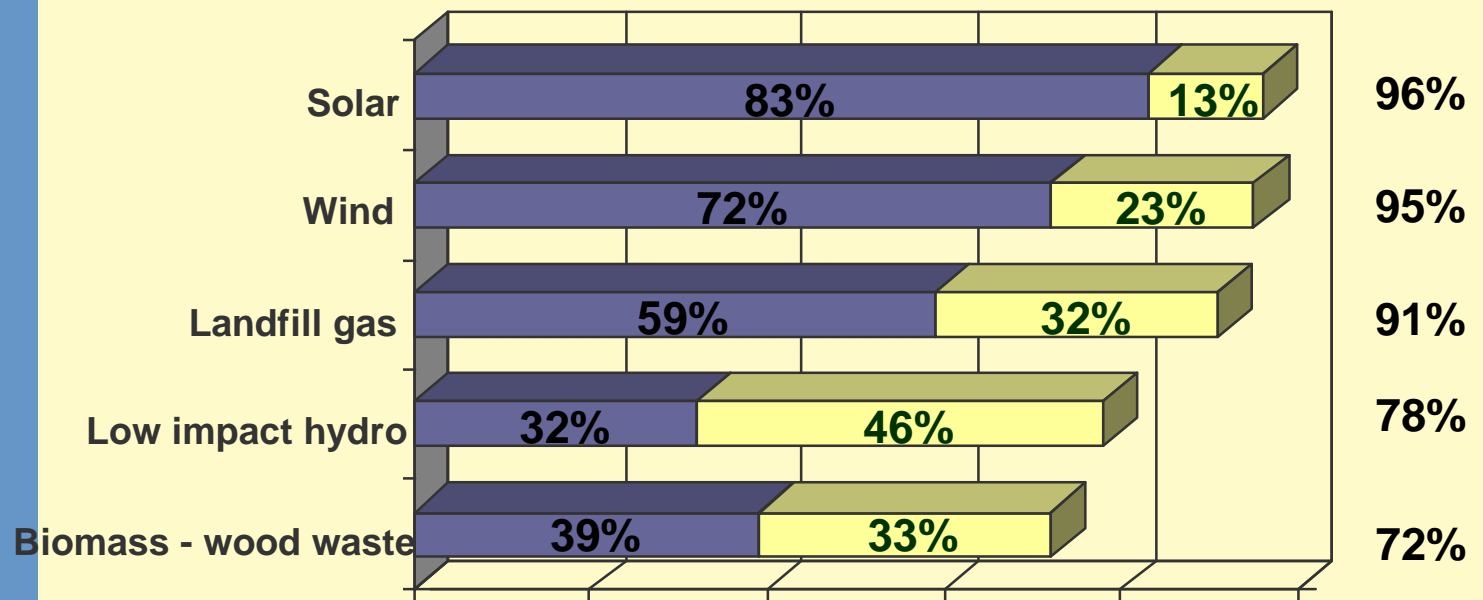


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# Key Partnerships



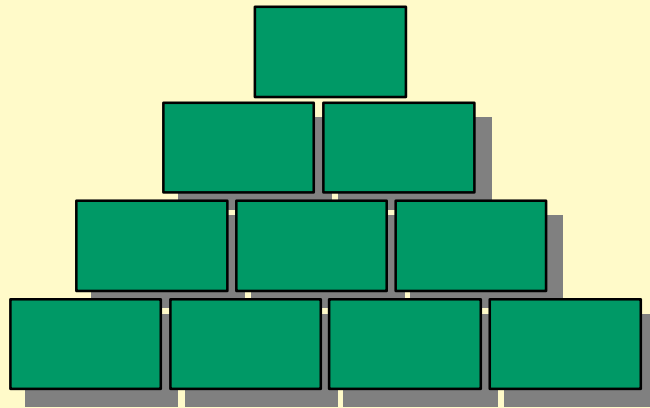
# Customer Preferences



■ Strongly favor    ■ Somewhat favor

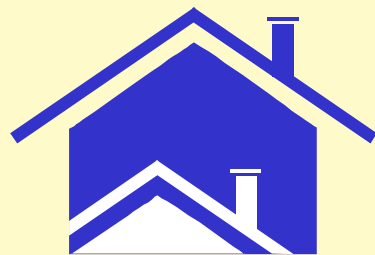


# Residential Green Power Cost



Cost = \$4/Block

1 Block = 150 kWhs



150 kWhs = 12%  
average monthly residential  
energy use





# Why Offer Blocks?

Easier for customers to understand

Customers have flexibility to choose how much

Known monthly cost

Estimated customer demand

Doesn't create higher premiums in high use months





# Green Power Purchasers

## Residential

✍ 3,936 sign-ups

✍ 6,589 blocks

## Non-Residential

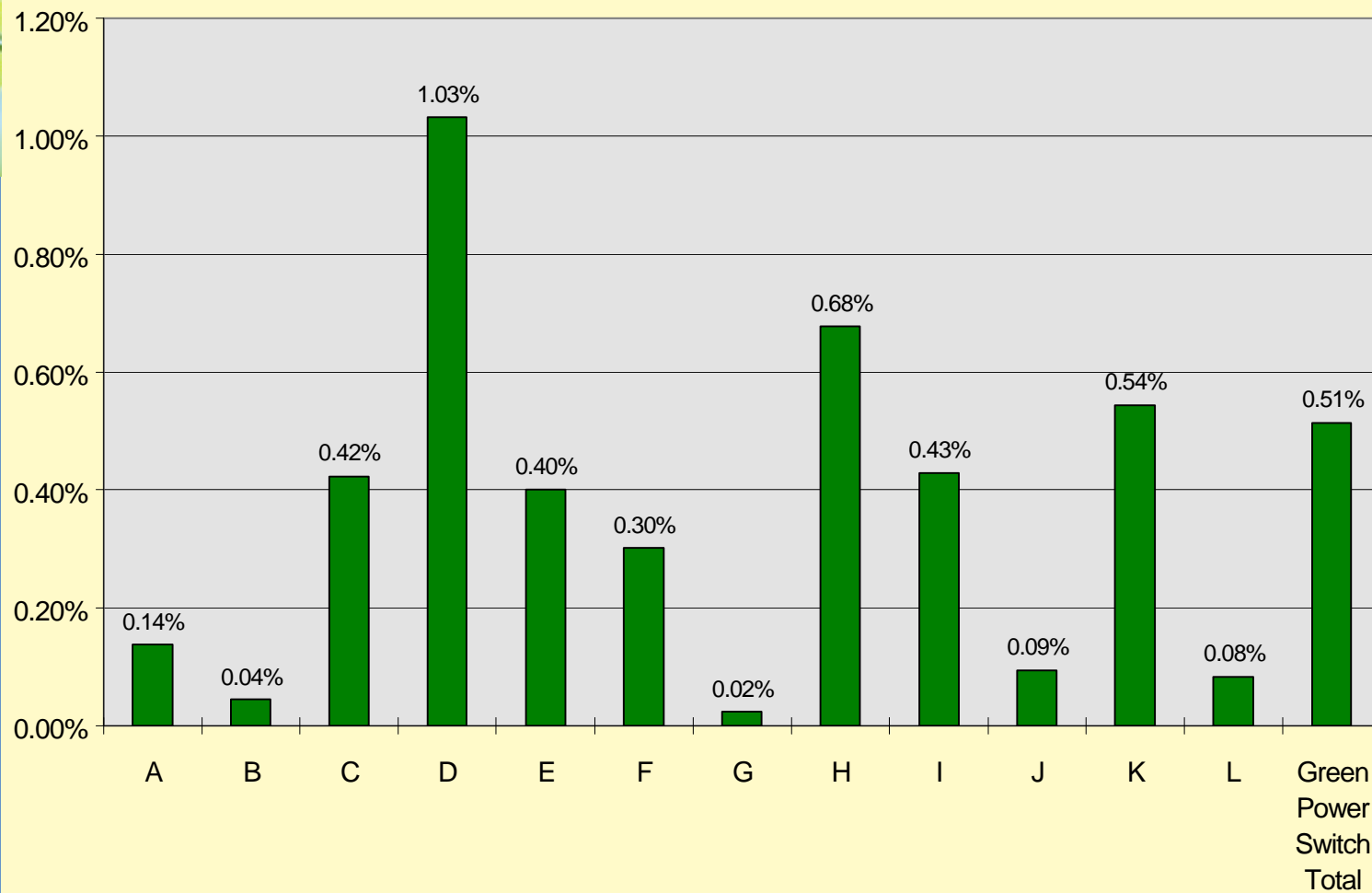
✍ 175 sign-ups

✍ 5,015 blocks



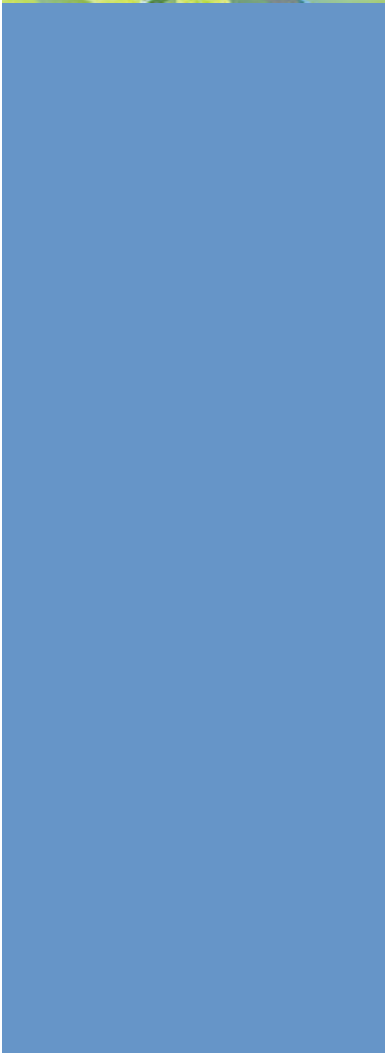


## % of Residential Customers Participating (by Distributor)

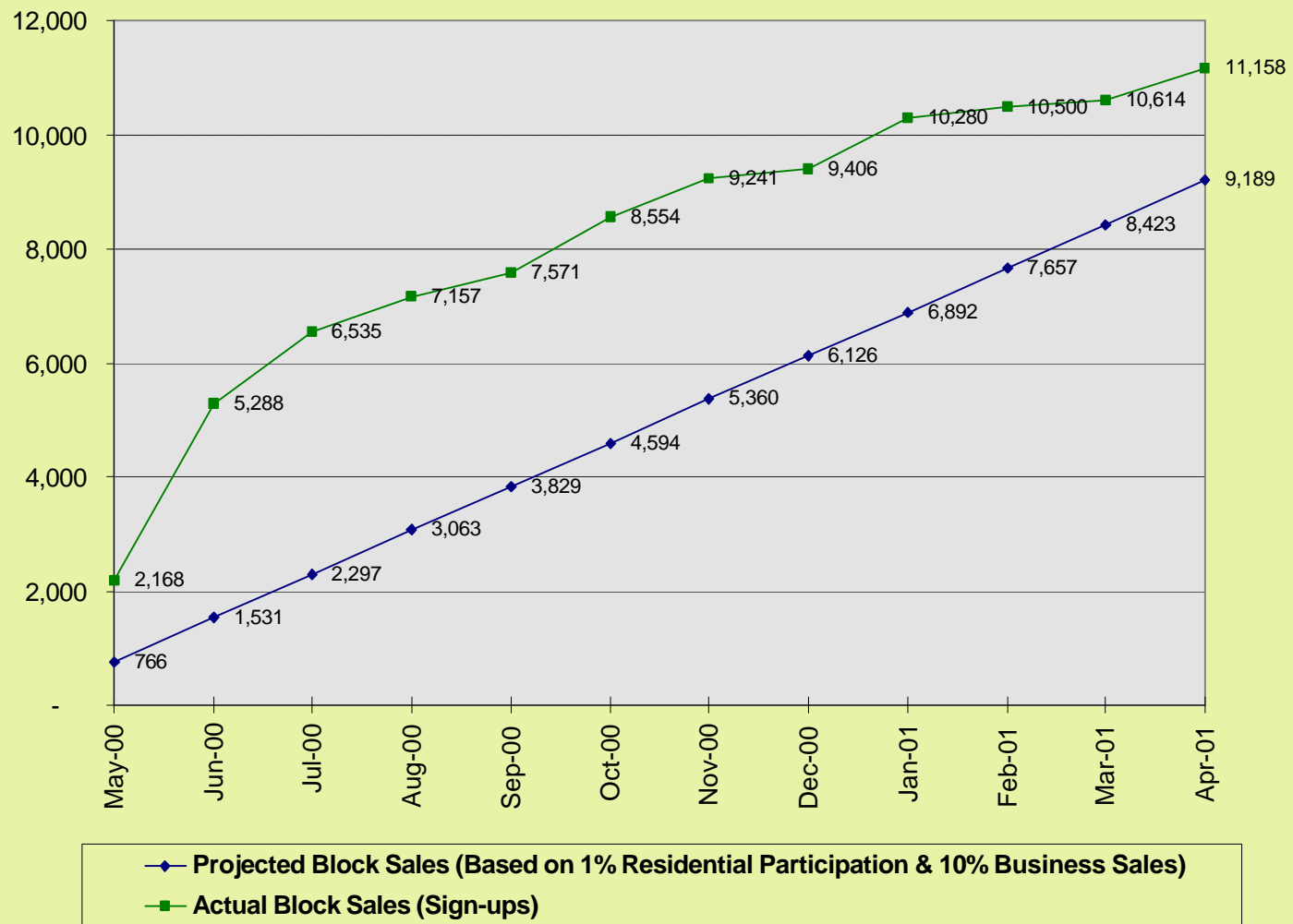


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## Green Power Switch Block Sales (Projected and Actual)





# Desire and Motivation

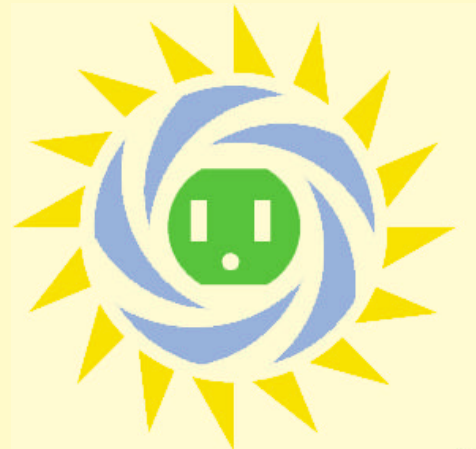
This is the biggest key to determining success.

- Why are you doing this?
- Are you committed for the long term?
- Are you willing to invest, money, staff time and other resources to make the program successful?
- Have you involved the local environmental groups?



# Make a difference. *Make the Green Power Switch!*

For more information, visit  
[www.greenpowerswitch.com](http://www.greenpowerswitch.com)



**Green Power Switch**<sup>SM</sup>